

THE CLAIMS

1. (Original) A method supporting communication of activity information to enable media programming, the method comprising:

receiving, via a communication network, at least one notification of a user request for consumption of media, each of the at least one notification comprising information related to the request;

calculating at least one statistic, using the information related to the request;

identifying media using the at least one statistic;

scheduling the identified media according to the at least one statistic, for consumption via the communication network; and

updating a user interface with the scheduled identified media.

2. (Currently amended) The method of claim 1 wherein the information comprises at least one or more of an Internet protocol (IP) address, a media access control (MAC) address, an electronic serial number (ESN), a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and or a user identifier.

3. (Currently amended) The method of claim 1 wherein the communication network comprises ~~at least one~~ or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and or a wireless infrastructure.

4. (Original) The method of claim 1 wherein the communication network is the Internet.

5. (Currently amended) The method of claim 1 wherein the media comprises ~~at least~~ one or more of audio, a still image, video, real time video, and or data.

6. (Currently amended) The method of claim 1 wherein consumption comprises at least one or more of playing audio, displaying a still image, displaying video, and or displaying data.

7. (Currently amended) The method of claim 1 wherein ~~at least one~~ or more of the calculating, identifying, scheduling, and or updating is performed on a periodic basis.

8. (Original) The method of claim 1 wherein the at least one statistic is a ranking of the relative frequency of consumption of media.

9. (Currently amended) A method supporting communication of activity information to enable media programming, the method comprising:

receiving, via a communication network, at least one notification of a user request for consumption of media, each of the at least one notification comprising information related to the request;

calculating at least one statistic, using the information related to the request;

identifying media using the at least one statistic;

scheduling the identified media according to the at least one statistic; and
communicating ~~at least one~~ or both of the identified media and or the at least one statistic
to a provider of the media, via the communication network.

10. (Currently amended) The method of claim 9 wherein the information related to the request comprises ~~at least one~~ or more of an Internet protocol (IP) address, a media access control (MAC) address, an electronic serial number (ESN), a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and or a user identifier.

11. (Currently amended) The method of claim 9 wherein the communication network comprises ~~at least one~~ or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and or a wireless infrastructure.

12. (Original) The method of claim 9 wherein the communication network is the Internet.

13. (Currently amended) The method of claim 9 wherein the media comprises ~~at least one~~ or more of audio, a still image, video, real time video, and or data.

14. (Currently amended) The method of claim 9 wherein consumption comprises ~~at least one~~ or more of playing audio, displaying a still image, displaying video, and or displaying data.

15. (Currently amended) The method of claim 9 wherein ~~at least one~~ or more of the calculating, identifying, and/or communicating is performed on a periodic basis.

16. (Original) The method of claim 9 wherein the at least one statistic is a ranking of the relative frequency of consumption of media.

17. (Currently amended) A system supporting communication of activity information to enable media programming, the system comprising:

a television display;

a storage for storing media, the storage having an associated network address;

a user interface accessible via the television display, the user interface supporting the selection of media for consumption;

set top box circuitry communicatively coupling the storage to a communication network to support consumption of the selected media; and

server software that receives, via the communication network, a notification comprising at least one of the associated network address and information related to the media selected for consumption, and responds by calculating at least one statistic, identifying media using the at least one statistic, and scheduling availability of the identified media according to the at least one statistic.

18. (Currently amended) The system of claim 17 wherein the media comprises ~~at least one~~ or more of audio, a still image, video, real time video, and/or data.

19. (Currently amended) The system of claim 17 wherein consumption comprises at least one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

20. (Currently amended) The system of claim 17 wherein the associated network address is one of an Internet protocol (IP) address, a media access control (MAC) address, ~~and~~ or an electronic serial number (ESN).

21. (Currently amended) The system of claim 17 wherein the communication network comprises ~~at least one~~ or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

22. (Currently amended) The system of claim 17 wherein the information related to media selected for consumption comprises ~~at least one~~ or more of a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and/or a user identifier.

23. (Original) The method of claim 17 wherein the at least one statistic is a ranking of the relative frequency of consumption of media.

24. (Canceled)

25. (Currently amended) The system of claim 17 ~~24~~ wherein the server software performs the scheduling of the availability of media on a periodic basis.

26. (Currently amended) The system of claim 17 ~~further comprising:~~ wherein the server software ~~that~~ shares, with a third party, the at least one statistic.

27. (New) A system supporting communication of activity information to enable media programming, the system comprising:

set top box circuitry communicatively coupled to a communication network to support consumption of media; and

software that receives, via the communication network, a notification of a user request for consumption of media, wherein the notification comprises information related to the request, wherein the software also calculates a statistic using the information related to the request, identifies media using the statistic, and schedules availability of the identified media according to the statistic.

28 (New) The system of claim 27 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

29. (New) The system of claim 27 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

30. (New) The system of claim 27 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

31. (New) The system of claim 27 wherein the information related to media selected for consumption comprises one or more of a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and/or a user identifier.

32. (New) The method of claim 27 wherein the statistic is a ranking of the relative frequency of consumption of media.

33. (New) The system of claim 27 wherein the software performs the scheduling of the availability of media on a periodic basis.

34. (New) The system of claim 27 wherein the software shares, with a third party, the at least one statistic.

35. (New) The system of claim 27 wherein the software comprises server software.